

# A CRITICAL STUDY OF DIGITAL NONVERBAL COMMUNICATION IN INTERPERSONAL AND GROUP COMMUNICATION: IN CONTEXT OF SOCIAL MEDIA

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## ABSTRACT

*Communication is the essential part of our life. In every process, communication plays an important role. These days technology totally changes our communication ways and the environment. They provide us a different platform for communication such as conversation through the phone call, instant messaging, mail, chat, blogs, social media sites etc. Social media has become a very attractive medium for conversation because of their digital pictograms based Non-verbal communication. Digital Pictogram Non-verbal refers to term electronic-mediated graphics for communication which is frequently used by people through smart phones and social networking sites. Through this type of communication pattern, we can express our feeling, emotion etc with attractive digital pictograms such as face to face communication. Now a day's people are very busy in their life, they don't have much time to interact with each other. Digital pictograms help them to express their feelings and sentiments to others. As we know "a picture is worth a thousand words", if someone sends pictogram in place of words, receiver feels the actual feeling behind this. Especially in the element of Kinesics, Vocalics and chronimics will be reviewed and further defined to see if these elements translate to the digital pictograms. In this study, researcher examine how digital non-verbal pictogram changing our communication environment of interpersonal and group communication and taking place of texts and face to face communication. The methodology which has been used in this study is Descriptive qualitative and quantitative analysis based on different Social media where digital pictogram has been used frequently for communication. Primary data also have been used to explore objective of this study.*

**KEYWORDS:** Communications, Nonverbal Communication, Interpersonal, Digital, Pictograms, Kinesics, Vocalics, Chronimics, Feeling, Sentiment & Frequently

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## INTRODUCTION

Social media provide us with many platforms for communication. Communication refers to use of any symbols such as sound, gestures and images which represent idea and having meaning for receiver and sender. "Communication is interaction with ourselves, with others and with our external and internal environments. Our communication may not be comprehensible all the time and for everyone. But communicate we must and we must express ourselves. It is necessary and important human activity to survive and grow. The animals, the birds, the insects, the tree and the plants all communicate. Communication is a social process and countless ways in which

human beings keep in touch with one another. The messages in the shared environment could not only be oral, written, non-verbal, visual or olfactory but these could also be laws, customs, practices, ways of dressing, gestures, buildings flags, gardens, exhibits, etc” (Narula, U. 2006)<sup>1</sup>. Human communication divided into Verbal and Non- verbal communication. In this research paper Researcher study on New Environment of communication that is Digital Non- verbal communication. Non-verbal communication is a part of our life and also has been the area of communication theory studied for long-time. “Non-verbal communication has been referred to as body language in popular culture since the publication of Julius Fast’s book of the same name in 1970”(Matsumoto, D. 2012)<sup>2</sup> but according to Knapp, (1972)<sup>3</sup> nonverbal communication as encompassing almost all of the human communication except the spoken or written word. Nonverbal communications have two ways for communication one has been body languages and second has been Technology based digital Emojis. A technology based digital emojis are the second life or new environment of Nonverbal communication. This type of communication mediated through technology and part of Interpersonal or Group communication. “Interpersonal communication is transactional in nature. It is processes in which transmission and reception occur simultaneously and source and receives continually influence one another” (Gamble and Gamble, 2014)<sup>4</sup>. This paper focused on text-based Interpersonal and Group communication through digital Emojis on Social Media. These day social media frequently use for communication. It provides us with different platform such as Facebook, Twitter, Instagram, Hike, Blogs, Linked In, Flickr etc. for text-based digital Nonverbal communication.

## NETWORKING TECHNOLOGY AND COMMUNICATION

Network Technologies are the most important way for communication. It provides different social networking sites such as social media and social apps for communication. Nowday we totally depend on technology for long distance communication. “The last Six decades the communication revolutions in Information Technologies have impacted the social and working lives of people around the world”(Narula, U. 2006).<sup>5</sup> Actually, networking technologies are crucial for the dissemination of communication technologies. The idea of networking technology is receiving of a particular medium as well as the message gist relayed through the person and the social system. The new cultural effects of communication technologies bring change and new perception on societal and behavioral processes. According to Narula, 2006 the determination of Network technologies could be cultural determinants, importance assumptions, cultural resources and acceptance of information technologies. Networking technology in communication transforming lifestyle of people, developed the network society, overcoming time and space, make multiple identity, isolates people, fill the cross-cultural gap etc. Technologies such as Facebook, email, instant- messaging, blogs, Skype and much other computer-mediated communication are the platform for interpersonal communication.

## INTERPERSONAL AND GROUP COMMUNICATION

In this study researcher only focused on New Environment of communication through interpersonal and group communication in the context of digital nonverbal communication. Digital nonverbal communications are also part of

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<sup>1</sup> Narula, U. (2006). Communication Models. University of Massachusetts, Amherst, USA, P 2-3.

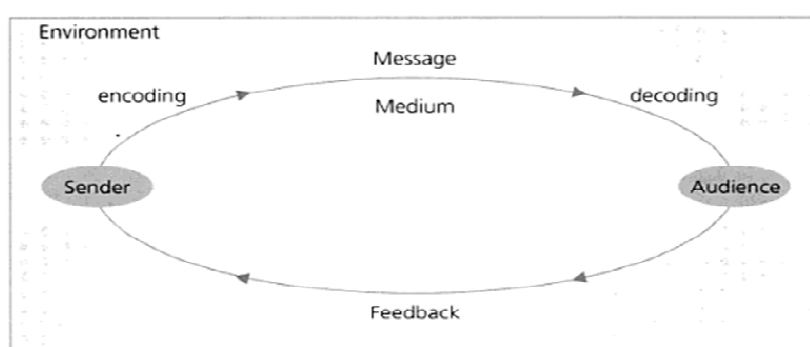
<sup>2</sup> Matsumoto, D., Frank, M. G., & Hwang, H.S. (2012), Nonverbal Communication: Science and Applications. Sage Publications, Inc, ISBN 978-4129-9930-4, P- 4.

<sup>3</sup> Knapp, M.L., (1972). Nonverbal Communication in Human interaction. New York: Holt, Rinehart, and Winston.

<sup>4</sup> Gamble, T.K., and Gamble, M.W. (2014), Interpersonal Communication: Building connection Together. Sage Publications, Inc, p.2.

<sup>5</sup> Narula, U. (2006). Communication Models. University of Massachusetts, Amherst, USA, P-66

interpersonal and group communication. According to Solomon, D. and Theiss, J.(2013)<sup>6</sup> Interpersonal communication refer more specifically to communication that occurs between people and creates a personal bond between them. In the other word using symbols to represent ideas in order to share meanings and create a personal bond between people. “It is the ongoing, ever-changing process that occurs when you interact with another person, forming a dyad, which is defined as two people communicating with each other”( Gamble and Gamble, 2014). These days’ digital media begin unique platform for interpersonal communication where we can interact to each other from anywhere. Texting, tweeting, instant messaging, e-mailing, blogging and other social networking sites such as Facebook, WhatsApp, Instagrams etc are a good example of digital interpersonal communication. Interpersonal personal communication is a continuous and dynamic process. It made the impact on each element which involves in communication. The following model describes how interpersonal communications take place in communication.



Source: Cleary(2008)<sup>7</sup>, <https://research-methodology.net/model-of-interpersonal-communication/>

**Figure 1**

Digital nonverbal communication also has taken place through Group communication. Social media such as Facebook, Twitter, Instagrams etc are good example of group communication. In this type of Communication three or more individuals involve and interact with each others at same time and same platform (Facebook, Instagrams, Twitter, Whatsapps and many others).

## NONVERBAL COMMUNICATION

Nonverbal communication refers to terms communication without words and sentences. It has basically happened through individual’s behaviors, action, expression, signs and symbols etc. Nonverbal communication depends on human behaviors which used by them to communicate and nonverbal behaviors “are human actions that have the potential to communicate meaning to others. Thus, nonverbal communication is defined as the process of one person creating meaning in the mind of another person through nonverbal behaviors” (Solomon, D. and Theiss, J. 2013)<sup>8</sup>. According to Birdwhistell, 1970<sup>9</sup> only 35% of the meaning humans derive from interaction come from words, which means that as much as 65% of meaning comes from nonverbal behaviors but some scholars have argued that nonverbal behavior constitutes an even greater portion of our communication, with as much as 90% being nonverbal.

<sup>6</sup> Solomon, D. and Theiss, J. (2013), *Interpersonal Communication: Putting Theory into practice*. Routledge Publication, p. 4.

<sup>7</sup> Cleary, S. (2008). *Communication: A Hands-on Approach*.

<sup>8</sup> Solomon, D. and Theiss, J. (2013), *Interpersonal Communication: Putting Theory into practice*. Routledge Publication, p. 156.

<sup>9</sup> Birdwhistell, R. L. (1970). *Kinesics and context*. Philadelphia: University of Pennsylvania press.

“The formal study of Nonverbal communication has its roots in the Victorian Era. Charles Darwin is perhaps the first scholar to systematically study how we use our bodies to communicate in *The expression of the emotions in Man and Animals*” (Darwin, 1874).<sup>10</sup> In social sciences a new wave of systematic research into nonverbal communication was kicked off by Ray Birdwhistell’s work on Kinesics in the 1950s and Edward Hall’s work on Proxemics in the 1960s, which in turn led to a surge of public interest in “body language” with sensationalist works like Julius Fast’s *Body Language* promising to teach readers “how to penetrate the personal secrets of strangers, friends and lovers by interpreting their body movements, and to make use of powers(Fast, 1970).<sup>11</sup> Innocent & Haines, 2007<sup>12</sup> defined Nonverbal communication most generally refers to wordless communication, including gesture, body language, facial expression, intonation of speech, and clothing and according to communication scholars Samovar and Porter (1991)<sup>13</sup> nonverbal communication divide into four-part (i) Kinesics, (ii) Proxemics, (iii) Paralanguage, and (iv) chronemics.

“Kinesics is the aspect of Nonverbal Communication that deals with posture and gesture- those things that have been termed ‘body language’. Ray Birdwhistell coined the term kinesics in his book *Introduction to Kinesics*”(Birdwhistell, 1952).<sup>14</sup> It is basically the movement of a body which made during communication such as different type of facial expression, body gestures, eye contact and touch. In this part of nonverbal communication sender and receiver only communicate through body movement. “birdwhistell’s theory of kinesics is not an adequate theory for the explanation of body motion as an interactional modality. Although his work marks an important beginning in the study of nonverbal phenomena and represents the first step toward a wider human communicative science, it suffers from a number of flaws which hamper its development and invalidates its result” (Jolly,2000).<sup>15</sup> The term proxemics coined by Edward T. Hall in his book “*The Dimension*”. It is the study of space in the relationship between the human bodies. Basically, it is described how people place themselves in space of relatives between to each other and how different type of demographic factors such as gender and age change these spacing behaviors environment. Basically “proxemics refers to use of space during communication, including the range from architecture and furniture to the distance between communicators” (Tanenbaum, J., El-Nasr, M. S. & Nixon, M., 2014).<sup>16</sup> The third term paralanguage refers to that all type of voice and sound which not include any words such as tone, laughter, volume, rate of speech, pitch, intensity, spoken attributes and silence etc. “a third core topic in nonverbal communication is “paralanguage”, or the study of tone of voice, speech fluency, and non-language vocalizations and sounds such as laughter, and grunting, as described by”(Duncan, 1969)<sup>17</sup>. And the last term chronemics includes communication time means how and when the time is used in communication. It is basically related to the use of past, present and future time which passing during communication.

According to Solomon, D. & Theiss, J. (2013)<sup>18</sup> chronemics refers to orientation toward time means a desire to do

<sup>10</sup> Darwin, C. (1874). *The Expression of the emotions in Man and animals*: D. Appleton and Company.

<sup>11</sup> Fast, J. (1970). *Body Language*. New York, N.Y.:Neirenberg.

<sup>12</sup> Innocent, T., & Haines, S. (2007). Nonverbal communication in multiplayer game worlds. Proceedings of the 4<sup>th</sup> Australasian Conference on Interactive Environment, RMIT University, Melbourne, Australia.

<sup>13</sup> Samovar, L. A. & Porte, R. E. (1991). *Intercultural communication: a reader*. California: Wadsworth, Inc.

<sup>14</sup> Birdwhistell, R. L. (1952). *Introduction to Kinesics: an annotation system for analysis of body motion and gesture*. Louisville, KY: Louisville University Press.

<sup>15</sup> Jolly, S (2000). (2000). *Understanding Body Language: Birdwhistell’s Theory of Kinesics*. Corporate Communication: An International Journal, 5(3),133-139.

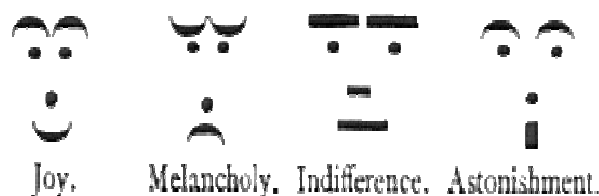
<sup>16</sup> Tanenbaum, J., El-Nasr, M. S. & Nixon, M. (2014). *Nonverbal Communication in Virtual worlds: Understanding and Designing Expressive Characters*. ISBN: 978-1-304-81204-9,106.

<sup>17</sup> Duncan, S. (1969). Nonverbal communication. *Psychological Bulletin*.

<sup>18</sup> Solomon, D. and Theiss, J. (2013), *Interpersonal Communication: Putting Theory into practice*. Routledge Publication, p. 158.

one thing at a time versus a preference to engage in many activities at once or use of time to communicate cultural values and beliefs, power, intimacy.

In this paper researcher only studied the term “Kinesic” aspect of Nonverbal communication means Kinesics in interpersonal and group communication on social media. As we know social media in another word is “Virtual World”. “In virtual world’s research, the term “Paralanguage” has been used to describe textual expressions such as Emoticons and Acronyms”(Joinson, 2003).<sup>19</sup> An Emoticon basically an emotion cues of behaviours. It is visual representation of our facial expression and body posture or gesture to convey our reaction through graphic text messaging on social media. An Emoticon such as ;-), is shortcut way for communication with nonverbal element on social media. It made the reader attention in communication and improves and enhances the understanding of a text message. Use of Emoticons can be traced back to the 19<sup>th</sup> century. The copy of U.S magazine Puck 1881 is the big example of use of emoticons. Emoticons printed in the magazine are following-



**Image source:** Wikimedia Commons

**Figure-2:**

On the other hand, Emojis also take a place in the virtual world and social media of their modernity of technologies. “An emoji is a step further, developed with modern communication technologies that facilitate more expressive messages. An emojis is a graphic symbol, ideogram that represents not only facial expressions, but also concepts and ideas, such as celebration, weather, vehicles and buildings, food and drinks, animals and plants, or emotions, feelings, and activities”(Kralj, N. P. et. al., 2015).<sup>20</sup> Father of Emojis Mr. Shigetaka kurita created the first 176 emojis in 1999 for a Japanese mobile phone operator. They wanted to provide users with a way to communicate through images. “Emojis on smart phones, in chat, and email applications have become extremely popular worldwide. For example, Instagram, an online mobile photo-sharing, video-sharing and social networking platform, reported in March 2015 that nearly half of the texts on Instagram contained emojis”(Dimson, T., 2015).<sup>21</sup> The use of emojis on the swift key android and ios

keyboard for devices such as smartphones and tablets were analyzed in the swift key Emojis report, where a great variety in the popularity of individual emojis, and even between countries, was reported (swiftkey, 2015).<sup>22</sup> Emoticons and emojis are the part of Sentiment and study area of analyzes the individual’s sentiments, opinions, evaluations, attitudes, and

<sup>19</sup> Joinson, A. N. (2003). Understanding the Psychology of internet Behavior. New York: Palgrave Macmillan.

<sup>20</sup> Kralj Novak, P., Smailovic, J., Sluban, B., and Mozetic, I. (2015), Sentiment of emojis, PLoSONE10 (12): e0144296.doi:10.1371/journal.pone.0144296.

<sup>21</sup> Dimson, T., (2015). Emojineering part 1: Machine learning for emoji trends(blogs). <https://engineering.instagram.com/emojineering-part-1-machine-learning-for-emoji-trendsmachine-learning-for-emoji-trends-7f5f9cb979ad>

<sup>22</sup> Swiftkey PT. Most-used emojis revealed: Americans love skulls, Brazilians love cats, the French love hearts. <https://blog.swiftkey.com/americans-love-skulls-brazilians-love-cats-swiftkey-emoji-meanings-report/>

emoticons from a text.

## LITERATURE REVIEW

The review of the literature has been classified and presented on the basis of the time period, county of the study, the methodology used, the issue covered, techniques used and conclusions.

Plumb, M.D. (2013)<sup>23</sup> conducted a research on “Non-verbal communication in instant messaging”. According to plumb technologies provide a variety of platform for communication. Plumb said face to face communication shift to computer- mediated- communication and affect our global society. This study analyzed several particular issues that arise if computer-mediated-communication were to become dominate on the communication world. This study also examines the lack of non-verbal cues present in computer-mediated-communication and how this absence can affect communication and message understanding between parties. This study basically focused on the importance of emotional cues and how computer-mediated-communication and face to face deal with them differently and in what ways one form of communication is more effective or less effective at using these cues.

Tanenbaum, J. (2014)<sup>24</sup> conducted a study on Nonverbal Communication in the Virtual world: Understanding and Designing Expressive Characters. In his study focused on how network mediated virtual environments has opened up new possibilities for human communication at a distance and interest is the rise of what has come to be known as “virtual world” persistent graphical environments populated by large communities of individuals users. According to him, virtual worlds have their technical roots in multi-user domains and their variants (MUDs, MUCKs, MOOs, MUSHs etc.) textually mediated environments in which written language was the primary means of navigation, exploration, expression, and communication. He analyzed the Interactors world are embodied as avatars: digital puppets or representations through which the user exerts his or her will on the environment. It is the virtual embodiment that makes today’s virtual worlds so interesting. A Virtual world such as Second Life, the now defunct there.com, Active worlds, Traveler, and Habbo Hotel provide the user with customizable avatars in the graphical environments with a range of communicative affordances including text and voice chat. In his book, he works of articulating the challenges and possibilities for non-verbal communication in virtual worlds.

Narula, U. (2006)<sup>25</sup> analyzed the model of communication in her book “Communication Model”. In her study, she focused on networking technology model. In this model, she describes the how technology provide communication in the easy and understandable way in the long distance. She also discusses in her book culture and information technologies.

Solomon, D. & Theiss, J. (2013) Study on Interpersonal communication: Putting theory into practice. They demonstrate that interpersonal communication skills are not just common sense, nor are they mysterious qualities that defy learning. Their study analyses how interpersonal communication discipline to help identify strategies to improve communication skills. They introduce interpersonal communication as a subject of scientific research that has enormous relevance to your daily lives. In making research accessible, they show that communication scholars tackle important questions that have real-life relevance, and they dispel myths about interpersonal communication.

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<sup>23</sup> Plumb, M. D. (2013). Nonverbal Communication in Instant Messaging.

<sup>24</sup> Tanenbaum, J., El-Nasr, M. S. & Nixon, M. (2014). Nonverbal Communication in Virtual worlds: Understanding and Designing Expressive Characters. ISBN: 978-1-304-81204-9.

<sup>25</sup> Narula, U. (2006). Communication Models. University of Massachusetts, Amherst, USA,

Ptaszynski, M., et.al. (2011)<sup>26</sup> done research on Emoticons: Review of the field and Proposal of research Framework. According to them emoticons are strings of symbol representing body language in text-based communication and in Natural Language processing emoticons have been considered as unnatural language entities. They argue on over 40-year-long history of text-based communication, in this argue emoticons have gained a status of an indispensable means of support for text-based messages.

Durante, C. B. (2016)<sup>27</sup> note to that Nonverbal communication also has been the area of communication theory. According to Durante despite more daily communication occurring over-mediated communication, there is a lack of research surrounding digital communication, specifically mobile- mediated communication (MMC). While there has been research conducted regarding computer-mediated communication (CMC), specifically studies examining email communication and instant messaging (IM), the mobile conversation is relatively untouched by current scholarship. This study was streamlining nonverbal coding elements to mobile- mediated communication and the text message conversation.

## AIM AND OBJECTIVES

The aim of this study is to find out the Digital Nonverbal communication such as facial expression 😊 , gesture 🙌 and posture 🙌 , eye behaviour 😊 , and body language 🧑🏻🧑🏻 replace the kinesics and paralanguages code in interpersonal and group communication on social media.

- To analyses the new culture of communication in a digital environment.

## RESEARCH METHODOLOGY

This study examined the digital graphic messaging behavior of social media users in interpersonal and group communication. For examine of this type of behaviors social media such as Facebook, Twitter etc and Smartphone's has been taken for study. A researcher has used the primary and secondary source to explore its objectives. The secondary source for data collection has been taken from Books, Research journals and research papers. And the primary source for data collection in this study has been used questionnaire. The methodology that has been used for this study was purposive sampling which is a non-probability sampling method.

The sample Area of this study was Babasaheb Bhimrao Ambedkar University. The sample unite of this study were all higher education students from Babasaheb Bhimrao Ambedkar University, Lucknow, UP. 100 respondents were selected by convenient sampling technique from all higher education students. Close-ended-Likert scale based questionnaires has been used for data collection tools. The questionnaires were distributed equally between male and female. The questionnaire consisted of 6 questions and addressed digital non-verbal text messaging behaviors of social media user in interpersonal and group communication. Quantitative approach has been used for this study.

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<sup>26</sup>Ptaszynski, M., Rzepka, R., Araki, K. And Momouchi, Y.(2011), Research on Emoticons: Review of the Field and Proposal of Research Framework. The Association for Natural Language Processing.

<sup>27</sup> Durante, C. B. (2016) Adapting nonverbal coding theory to mobile mediated communication: An analysis of emoji and other digital nonverbals, Liberty University

## THEORETICAL FRAMEWORK

Digital text communication has been an area of Non-verbal communication. Ray Birdwhistell<sup>28</sup> developed the kinesics theory for development which is basically related to facial expression, gestures etc. In digital communication, Social Presence Theory<sup>29</sup> also indicates the realism between receiver and sender communication through a different type of graphic cues. According to Tuten and Solomon<sup>30</sup> “the immediate nature of the written word is perceived more like a spoken conversation.... for this reason, if you communicate with a friend via AIM or Facebook chat, you may feel that you actually ‘talked’ to her”. It indicates digital non-verbal cues works as like as face to face communication in text cues based on interpersonal and group communication. It also shows real feeling and emotion as like as actual communication. On the other side, Social Information Processing theory also indicates that text mediated communication equally translate verbal situation, stylistics, linguistics and chronemic as like face to face communications in the mediated virtual environment(Social media). The main theory of this study is the Hyperpersonal Interaction theory that indicates in interpersonal interaction nonverbal cues allows the communicator to chose own choice of cues for communication. “Communication is based on encoding and decoding and, since Aristotle; all semiotic theories have been based on the code model. Relevance theory is an approach develops by Sperber and Wilson. It is an attempt to explain the processes involved in recovering meaning through implicative. Relevance theory is based upon the assumption that human cognitive processes are oriented towards achieving the highest cognitive effect with the least effort” (Kelly, C. 2015)<sup>31</sup>.

## RESULTS

A result of this study calculated through SPSS and Microsoft Excel. The content study also was done by the researcher to calculate it results. 100 respondents were taken by the researcher to analyze its objectives and aims of this study.

**Table 1: I use Emoticons and Emojis in\_ on Social Media**

		Frequency	Percent	Valid Percent
Valid	Formal messaging	17	17.0	17.0
	Informal messaging	38	38.0	38.0
	Both	42	42.0	42.0
	No messages	3	3.0	3.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>

Table 1 indicate that out of 100 respondents, 95% total cumulative percentage respondents used emoticons and emojis for text communication on social media. Means with every text they also mention 1, 2 or more emojis in your text. Researcher mention the question that which type of communication [Formal & Informal] mostly used emoticons and emojis, out of 100 respondents 42% respondents answered they used emoticons and emoji in both formal and informal communication. 38% respondents answered they used emoticons and emojis in only informal communication and 17 %

<sup>28</sup> Birdwhistell, R.L.(1952). Introduction to kinetics: An annotation system for analysis of body motion and gesture. Washington, DC: Foreign service institute.

<sup>29</sup> Walther, J.B.(2006). Nonverbal dynamics in computer-mediated communication, the sage Handbook of Nonverbal Communication, California. P- 461.

<sup>30</sup> Tuten, T. L., and Soloman, M.R. (2015). Social media marketing. 2<sup>nd</sup> edition, Sage Publication.

<sup>31</sup> Kelly, C. (2015), “A linguistic study of the understanding of emoticons and emojis in text messages, Halmstad university.



respondents answered they used emoticons and emojis during formal communication. On the behalf of cumulative percentage around 95% respondent used it during the interpersonal and group communication.

**Table 2: \_Messages, I Receive with Emoticons and Emojis**

		Frequency	Percent	Valid Percent
Valid	0 - 25%	17	17.0	17.0
	26 - 50%	34	34.0	34.0
	51 - 75%	36	36.0	36.0
	76 - 100%	11	11.0	11.0
	No messages	2	2.0	2.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>

Above table 2 indicated that out of 100% respondents, 36% respondents received 51 to 75% messages in their text communication. 34% respondents received 26 to 50 % messages in their text communication with emoticon and emojis. 17 percent respondent received 0 to 25% messages with emoticons and emojis in their text communication. 11% respondents received 76 to 100% percent messages in their digital text communication and only 2% respondents not received any message with emoticons and emojis. On the behalf of above analysis total cumulative 98 percent respondents received messages with emoticons and emojis. It implies that out of 100% respondents 98% respondents received messages with emoticons and emojis in their text communication.

**Table 3: Emoticons and Emojis make Texts Attractive**

		Frequency	Percent	Valid Percent
Valid	Never	2	2.0	2.0
	Rarely	12	12.0	12.0
	Sometime	31	31.0	31.0
	Often	32	32.0	32.0
	Always	23	23.0	23.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>

Researcher mention questions that emoticons and emojis make our texts attractive. Out of 100 respondents, 32% respondents answered Often emoticons and emojis make our texts attractive. 31% respondents answered sometime digital nonverbal emojis makes our text attractive and 23% respondents answered Always emoticons and emojis make our text attractive. On the other side 12% respondents answered rarely and 2% answered never emoticons and emojis make our text attractive. In above table-3 mostly responded answered Sometime, Often and Always emoticons and emojis make our text attractive. So on the behalf of total cumulative percentage 86 respondents answered yes emoticons and emojis makes our texts more attractive than a word.

**Table 4: Emoticons and Emojis to Save our Time**

		Frequency	Percent	Valid Percent
Valid	Never	1	1.0	1.0
	Rarely	8	8.0	8.0
	Sometime	34	34.0	34.0
	Often	34	34.0	34.0
	Always	3	23.0	23.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>

When the researcher asked a general question that digital nonverbal emojis save our time in text communication than words, mostly respondents agree about it the table- 4 indicated that out of 100 respondents, 34% respondents

answered often it save our time during the text communication because it takes less time to type than words. 34% respondents answered sometimes emoticons and emojis save our time. 23% respondents answered that Always emoticons and emojis save our time during the text communication. 8% respondents answered rarely and only one percent answered never emoticons and emojis save time. Means total 91% respondents answered that sometimes, often and always it saves out time during text-based interpersonal and group communication.

**Table 5: I \_Use Emoticons and Emojis in Text Messages to Make Fun**

		Frequency	Percent	Valid Percent
Valid	Never	6	6.0	6.0
	Rarely	19	19.0	19.0
	Sometime	31	31.0	31.0
	Often	27	27.0	27.0
	Always	17	17.0	17.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>

In Table 5 Researcher asked a question that they used emoticons and emojis only for fun purpose. Out of 100% respondents 31% respondents sometimes they used emoticons and emojis to make for a fun, 27% respondents answered Often they used emoticons and emojis to make the message funny and 17% respondents answered always they used emoticons and emojis in their text messages to make for fun. Only 19% respondents answered Rarely and 6% respondents answered never they used emoticons and emojis for fun means they used it as the language for communication purpose.

**Table 6: Emoticons and Emojis Enhance Interest of Receiver and Sender in Text Communication**

t		Frequency	Percent	Valid Percent
Valid	Never	5	5.0	5.0
	Rarely	6	6.0	6.0
	Sometime	37	37.0	37.0
	Often	24	24.0	24.0
	Always	28	28.0	28.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>

A very important question of this study that emoticons and emojis enhance the interest of receiver and sender in interpersonal and group communication. Table 6 indicated analysis of this question it shows that out 100 respondents, 37% respondents sometimes agree that it enhances receiver and sender interest during the text communication. 28% respondents answered Always it make and increase interest in text communication because of their appearance feature. 24% answered often digital nonverbal cues enhance the interest during text communication. Only 6% respondents said that rarely emoticons and emojis enhance interest of sender and receiver and 5% respondents answered never emoticons and emojis enhance the interest of sender and receivers. On the behalf of this total cumulative 89% respondents answered sometime, often and always they used emoticons and emojis to enhance and maintain the interest in communication.

## FINDINGS OF THIS STUDY

The finding based on the above result and their analysis that indicated a use of digital nonverbal emoticons and emojis for all the respondents are not same. Some respondents used it for to make their text attractive, some people used it for save time because it frequently typed and shortcut way of text than words. Total cumulative 89% respondents answered that they used emoticons and emojis because it maintains and increases the interest of receiver and sender. 91% respondents said that they used it to save and maintain their time from the hectic schedule. The major finding of this Study

that it taking place of languages means because of technologies it becomes pictorial languages. According to Walther (2006) "Computer-Mediated Communication is as capable as face to face communication, based on the substitutability of verbal and nonverbal cues".

## LIMITATIONS

In this study researcher only focuses on social media for analyzing the digital nonverbal communication. In the context of digital nonverbal communication, researcher has been used emoticons and emojis for interpersonal and group communication. Video conference, word and sentence are not a part of this study. This is a small study on digital nonverbal cues and the sample area also limited. For this study, researcher has been only taken emojis not all pictograms.

## CONCLUSIONS

This study examines that new environment of communication such as digital nonverbal cues is relevance in these days or not. Nonverbal cues or Emojis "like that original smiley, are prophylactic-they help people in digital environments cope emotionally with the experience of building and maintaining social sites within hierarchical technological platforms and unjust economic systems that operate far outside of their control"(Stark, L., and Crawford, K. 2015)<sup>32</sup>. Basically, this study worked to prove how kinesic communication theory made a new environment for the conversation on social media. Kinesic communication such as facial expressions, eye behaviors and body languages during face to face communication but because of technologies it becomes a modern emojis and plays a role as the language in interpersonal and group communication on social media. This study also concludes on the base of it result mostly respondent mention emojis in their conversation on social media sites only the quantity on emoji some timeless or more but people mention it with text. This small study conducted to recognize the nonverbal graphic (emojis) change the environment of text communication and receiver and senders understand this word and sentences behind of nonverbal cues.

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